

FOR IMMEDIATE RELEASE

Hakuhodo Inc.
Hakuhodo DY Media Partners Inc.

Hakuhodo DY Media Partners named Media Agency of the Year at ADFEST 2020

Hakuhodo DY Group companies win 1 Lotus Roots, 2 Grande, 3 Gold, 8 Silver and 7 Bronze

Tokyo—February 24, 2021—Hakuhodo Inc. and Hakuhodo DY Media Partners Inc. are pleased to announce that Hakuhodo DY Media Partners has been named Media Agency of the Year at the ADFEST 2020 Lotus Awards Virtual Ceremony, held online on February 15, 2021. In addition, Hakuhodo Group companies and Hakuhodo DY Media Partners won a total of 21 awards (1 Lotus Roots, 2 Grande, 3 Gold, 8 Silver and 7 Bronze).

ADFEST is one of the Asia-Pacific region's premier advertising festivals. ADFEST 2020 drew 2,341 entries from around the Asia-Pacific region, with awards given in 20 categories.

* The Lotus Roots category recognizes work rooted in the traditional cultures and insights of Asian countries.

* The 2020 ADFEST creative festival and awards ceremony were originally scheduled for March 2020 but were cancelled due to the coronavirus pandemic.

Awards won

Media Agency of the Year

Hakuhodo DY Media Partners Inc.

Lotus Roots

- Media Lotus
Title: Relief Drama
Advertiser: RCC Broadcasting Co., Ltd.
Agency: Hakuhodo DY Media Partners Inc.

Grande

- Digital Craft Lotus: Innovative Use of Technology
- Mobile Lotus: Use of Technology for Mobile
Title: The Dystopia Experience
Advertiser: Sony Music Entertainment (Japan) Inc.
Agency: SIX Inc. / Hakuhodo Inc. / Hakuhodo Kettle Inc.

Gold

- Brand Experience Lotus: Exhibitions and Installations
- Branded Entertainment Lotus: Use of Experiential
Title: The Most Challenging Pingpong Table
Advertiser: Japan Para Table Tennis Association (JPTTA)
Agency: TBWA\HAKUHODO

- Brand Experience Lotus: Launch/Re-launch
Title: The Restaurant of Mistaken Orders
Advertiser: DAIKI Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO

Silver

- Brand Experience Lotus: Use of Broadcast
Title: Relief Drama
Advertiser: RCC Broadcasting Co., Ltd.
Agency: Hakuhodo DY Media Partners Inc.
- Branded Entertainment Lotus: Use of Fiction Film
- Media Lotus: Use of Branded Entertainment & Content: Program & Platform
Title: More Than Likes
Advertiser: Y!mobile
Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.
- Branded Entertainment Lotus: Use of Music Content
- Effective Lotus: Effective Lotus: Small Budget
Title: #Tiroritune
Advertiser: McDonald's Company (Japan), Ltd.
Agency: TBWA\HAKUHODO
- Branded Entertainment Lotus: Use of Experiential
- Design Lotus: Integrated Design Campaign
Title: The Restaurant of Mistaken Orders
Advertiser: DAIKI Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO
- Film Lotus: Internet Film: Cars, Other Vehicles, Accessories & Auto Services
Title: 10 Sec. Drama: The Stop Line of Love Season 2
Advertiser: JMS / Toyota Mobility Parts Co., Ltd.
Agency: Hakuhodo Kettle Inc. / Hakuhodo Inc.

Bronze

- Audio Lotus: Innovative Use of Audio & Radio
- Branded Entertainment Lotus: Use of User Generated Content
Title: #Tiroritune
Advertiser: McDonald's Company (Japan), Ltd.
Agency: TBWA\HAKUHODO
- Design Lotus: Exhibitions, Events & Public Environment
- PR Lotus: Use of Events & Stunts
Title: The Restaurant of Mistaken Orders
Advertiser: DAIKI Angel Help Co., Ltd.
Agency: TBWA\HAKUHODO

■ About Hakuholdo

Founded in 1895, Hakuholdo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuholdo DY Group, Hakuholdo is the world's third largest advertising agency according to *Advertising Age's* "Agency Report 2020."

The Hakuholdo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuholdo is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

Sei-katsu-sha insight is the foundation for Hakuholdo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuholdo has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: www.hakuholdo-global.com

■ About Hakuholdo DY Media Partners

Hakuholdo DY Media Partners is a fully owned subsidiary of Hakuholdo DY Holdings Inc., the holding company established through the integration of Hakuholdo, Daiko and Yomiko in 2003. Formed from the media operations of these three agencies, Hakuholdo DY Media Partners is a fully integrated media company without peer in the Japanese market.

To learn more, visit: www.hakuholdody-media.co.jp/english/

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